



Standard Chartered Bank wins in SmarTone-Vodafone HK Challenge 2008

(Hong Kong, 23 November 2008) Standard Chartered Bank beat off stiff competition from other top corporations in the SmarTone-Vodafone HK Challenge, staged for the second year in Hong Kong, and was crowned the overall champion and the best team in the financial organisation category. The winning team members demonstrated the best mix of skills in a number of strategic, mental and physical team challenges held in Hong Kong Gold Coast and other parts of the territory from 20-22 November 2008.

The joint team of Ericsson and SmarTone-Vodafone ranked second and won in the telecommunications/technology category. Haywards ranked third. The top three have secured their place to represent Hong Kong at the World Series Final to be held in Cyprus from 11-14 December 2008. The SmarTone-Vodafone HK Challenge is part of the *Intelligent Sport*[®] World Series, the most advanced, fun and diverse corporate team competition in the world.

Over three days and two nights, 35 teams from leading corporations had to outperform each other in five stages of competition. The activities entailed high-level strategising, problem solving, prioritising and completing varied tasks while orienteering their way through rough terrain in different parts of Hong Kong including Plover Cove, Tai O, Shatin and Tai Lam. Hong Kong Gold Coast Hotel played host to all the participants.

“Teamwork is our key to winning the overall champion. The HK Challenge is an absolutely fantastic concept. Companies that want to build strong teams should definitely participate in this event. We very much like to come back next year to defend our title,” said Jerry Pearce, captain of the winning team from Standard Chartered Bank.

A key element of the SmarTone-Vodafone HK Challenge is to raise funds for the Hong Kong Award for Young People (AYP). With the dedications of all participating teams, \$360,000 has been raised for the SmarTone-Vodafone AYP International Exchange Programme Fund to support underprivileged young people to take part in AYP’s international exchange programmes.



“The SmarTone-Vodafone HK Challenge has, for a second year, received excellent response from executives of top businesses. We would like to thank all the teams for their participation and support to the fundraising. We look forward to welcoming them again next year,” said Mr. Douglas Li, CEO of SmarTone-Vodafone, title sponsor of the HK Challenge .

The SmarTone-Vodafone HK Challenge is a prominent annual corporate event in Hong Kong. For more information and detailed competition results, please visit www.asia-challenge.com.hk.

Photo Caption

Mr. Douglas Li, CEO of SmarTone-Vodafone (first from left) presents the overall champion trophy to the winning team from Standard Chartered Bank

For media enquiries, please contact

Mr. Kenrick Ko
SmarTone-Vodafone
Mobile: 852 6016 1994
Tel: 852 3128 2241
Email: kenrick_ko@smartone-vodafone.com

Ms. Genesis Lee
SmarTone-Vodafone
Mobile: 852 9855 4969
Tel: 852 3128 2367
Email: genesis_lee@smartone-vodafone.com

Notes to the Editor

The following corporations have formed teams to participate in the SmarTone-Vodafone HK Challenge 2008 and contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund:

- CLSA
- Deutsche Bank
- Disney
- DragonBack Capital
- Ericsson
- Fox-Pitt Kelton
- FT mergermarket
- Haywards
- Hitachi Data Systems
- HKU MBA
- HSBC
- inProjects
- Li & Fung
- Lingnan University
- Linklaters
- MTR Corporation
- Nomura
- Robert Walters
- Schroders
- Sino Group of Hotels
- SmarTone-Vodafone
- Standard Chartered Bank
- Sun Hung Kai Properties
- Syniverse
- The Henley Group
- UBS
- Virgin Atlantic

(in alphabetical order)



About SmarTone-Vodafone

SmarTone-Vodafone is a premium quality provider of total communications services in Hong Kong. Its goal is to better enrich customers' lives by getting them closer to the things that matter to them. It is leading the way in mobile, fixed-line and broadband markets, leveraging its best-in-class service pillars - segmented services and products, superior network performance and unbeatable customer experience. SmarTone-Vodafone is a Partner Network of Vodafone Group Plc, the world's leading mobile telecommunications company. Its holding company, SmarTone Telecommunications Holdings Limited, was established in 1992 and has been listed in Hong Kong since 1996. The company is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

About Quintus Asia Pacific

Quintus Asia Pacific specialises in premium corporate and sporting properties with an objective to deliver significant value to its clients. The flexibility of being a small independent company enables the company to pick the products that deliver maximum value to its sponsors and clients.

The two principal areas of business are: The M1 Asia Challenge in Singapore and the SmarTone-Vodafone HK Challenge – part of the *Intelligent Sport*[®] World Series, and Mirage 3D Signage – the world's premium sporting signage product that allows sponsors to place their logo in 3D and on-pitch in the heart of the action. Since opening in Hong Kong in 1995, Quintus Asia Pacific has staged 13 Champions Tennis tournaments and created the highly successful business incubator challenge, Ignite Asia.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People (AYP), formerly known as The Duke of Edinburgh's Award, is a member of The International Award Association. The Award provides a graduate series of programmes which include three levels of challenges, i.e. Bronze, Silver and Gold, and cultivates young people with perseverance and the spirit of self-challenge. Before the re-unification with the Mainland China, the Gold Awards were presented by the Governor. Since 1997, the Gold Awards have been presented by the Chief Executive of HKSAR. Currently, more than 55,000 young people are taking part in the Award in Hong Kong.



About *Intelligent Sport*[®]

Intelligent Sport[®] is the fastest growing team development concept in the world – specifically designed for business. Its primary aim is to give companies and their key people first hand experience of the power of teamwork drawing on strategy, intellect and physical ability, to teach the skills required for effective teamwork and to give them the inspiration to make a difference to their performance.

About *Intelligent Sport*[®] World Series

Now in its twelfth year, the *Intelligent Sport*[®] World Series is the ultimate corporate team challenge bringing together the world's top corporates in a series of mental, strategic and physical challenges. There will be nine events worldwide culminating in World Series Final which sees the top teams from each Challenge going head-to-head to find the world's best business team.

The 2008 *Intelligent Sport*[®] World Series includes the following competitions:

- M1 Asia Challenge, Singapore: 10-12 April 2008
- Sanlam SA Challenge, South Africa: 15-18 May 2008
- Microsoft UK Challenge, Scotland: 11-15 June 2008
- BG Energy Challenge, England: 10-12 July 2008
- Cisco Euro Challenge, Germany: 11 -14 September 2008
- BG US Challenge, New York: 16-19 October 2008
- PwC China Cup, Beijing: 17-19 October 2008
- French Challenge: France: 19-21 November 2008
- SmarTone-Vodafone HK Challenge, Hong Kong: 20-22 November 2008
- World Series Final, Cyprus: 11-14 December 2008